



**Original Article**

**ARTIFICIAL INTELLIGENCE IN TRADE, COMMERCE AND INDUSTRY IN INDIA**

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**Abstract:**

*Artificial Intelligence has made its presence felt in every sector of industry. Almost every industry is benefiting from the application of Artificial Intelligence. It is healthcare, finance, marketing or any other sector. After-sales service is an integral part of e-commerce business. Artificial intelligence can automate handling of feedback forms, replacements, and any other ambiguity in the product. Solving buyer problems improves the brand value of a website. Artificial intelligence has also improved the cybersecurity of e-commerce websites. The e-commerce business has developed rapidly in the past few years. Artificial intelligence will impact the e-commerce sector, especially in a developing country like, India.*

**Keywords:** *AI, Trade, Commerce, Industry, Development, Business, Finance etc.*

**Introduction:**

Artificial intelligence is becoming an integral part of how consumers interact with digital platforms. The intense competition in the e-commerce business has pushed e-commerce businesses to use it. Most online shopping starts with a search. Search results should be relevant, and keyword driven. Text-based searches list items that include those keywords in the title and description. This may not be the best technique for getting accurate results. Artificial intelligence techniques allow users to get the most relevant or accurate search results by uploading images. Customers save a lot of time because they don't have to wait for hours. Have you ever experienced how e-commerce websites like Amazon keep showing you products. Artificial Intelligence is an application in e-commerce. AI and machine learning algorithms can predict buyer behavior from a buyer's past searches, likes, and frequently purchased products.

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### **Problems of the Study:**

The user experience improves because the user does not have to spend hours searching for a product. This also helps e-commerce websites improve their sales. Therefore, small e-commerce websites will have to build their own recommendation system. By predicting user behavior, e-commerce websites can recommend products that the user is most interested in. This improves the user's experience as the user does not have to spend hours searching for a product.

### **Objectives of the Study:**

The main objective of this research is to study artificial intelligence in the field of commerce and industry in the current modern era, and some specific objectives related to the business sector have been given by the researcher as follows.

1. To Study the business sector in India.
2. To Study artificial intelligence in the commercial and industrial sectors of India.
3. To Study the factors affecting the voice industry and artificial intelligence in India.

### **Significance of the Study:**

The increased use of predictive analytics in e-commerce improves the efficiency of inventory management data. Artificial intelligence applications have enabled retailers to predict the real-time inventory needs of a business. Budget Analysis Data Science Services are having a big impact on inventory management. Inventory management is a nightmare. When it comes to keeping inventory up to date, shelves full, and everything available in the supply chain, machine learning algorithms can predict future demand for a product based on historical data.

### **Scope of the Study:**

Artificial intelligence applications are used by e-commerce retailers to aggregate data patterns and generate powerful insights from the data. Before artificial intelligence, sales strategies relied on cold calling, email marketing, advertising planning etc. Businesses can improve sales by using historical data and data-driven feedback. Nowadays, people are increasingly turning to social media platforms for purchasing inspiration. Deep learning techniques can be used to identify customer preferences and interests. Artificial intelligence can scan millions of data points and develop relationships between purchasing patterns and user data.

### **Limitation of the Study:**

Every business wants to provide the best service to their customers. Chatbots and virtual shopping assistants allow users to automate customer service. AI-powered chatbots have the ability to interact with clients, answer their queries, and resolve issues in real time. Natural processing algorithms in chatbots allow them to understand the context of customer messages. Shopping chatbots can help with product discovery. E-commerce websites can send online surveys to users, collect feedback using feedback forms, and ask for ratings and reviews to better understand customers.

### **Period of the Study:**

To study trade, commerce, and artificial intelligence, researchers have completed this research related to the industrial sector by reviewing data from 2025-26.

### **Research Methodology:**

The business sector in India has gained an important place in the current scenario, and artificial intelligence is very closely related to it. Artificial



intelligence is a practical necessity in the modern era and has been studied in detail by researchers. This includes research papers, articles, journal articles, newspapers, audio videos, reference books, serials, annual reports and texts etc.

#### **Research Method:**

Implementing artificial intelligence in the commerce and industry sector is the need of the hour for the development of a developing nation like India. The researcher has completed this research using descriptive analysis method to make India industrially capable and economically and socially developed.

#### **Results and Discussion:**

Artificial intelligence and natural language processing have also made it possible to understand customer perceptions of brands. E-commerce can make better decisions with the application of artificial intelligence. Data analysis requires handling large amounts of data every day. The data is too big for them to handle. Also, analyzing the data is also a difficult task. Artificial intelligence has accelerated the decision-making process of e-commerce. AI algorithms can easily identify complex patterns in data by predicting user behavior and their purchasing patterns.

#### **Artificial Intelligence:**

Selling a product is not enough. Businesses need to help customers throughout the entire buying cycle. After-sales service is an integral part of the e-commerce business. Artificial intelligence can automate feedback forms, substitutions, and any other product ambiguity handling. Solving buyer problems improves the brand value of the website. Solving buyer problems improves a website's brand value. Artificial intelligence has also improved the

cybersecurity of e-commerce websites. It can prevent or detect any fraudulent activities.

#### **E-Commerce:**

E-commerce has to deal with many transactions on a daily basis. Cybercriminals and hackers can hack user accounts to gain unauthorized access. The reputation of the business also takes a big hit. To avoid this, artificial intelligence and machine learning algorithms are developed to reduce the chances of fraudulent activities on the website. The reputation of the business also takes a big hit. To avoid this, artificial intelligence and machine learning algorithms are developed to reduce the chances of fraudulent activities on the website. Digital platforms have made life easier for retailers as well as buyers. E-commerce websites are seeing a huge increase in their sales. Artificial intelligence companies have helped e-commerce websites provide better user experience. Artificial intelligence research is also taking advantage of e-commerce sales in the field of e-commerce.

#### **Business:**

Artificial intelligence in business is the use of machine learning, natural language processing to optimize business functions, increase employee productivity, and increase business value. AI enables businesses to provide personalized experiences to customers and employees by analyzing their interests and behaviors. Artificial intelligence is the ability of a computer or system to analyze and derive knowledge from experience. In the past few years, there have been many advances in AI applications. It is now used in almost every industry. AI makes accessible and simple for everyone.



### **Industry:**

The concept of intelligence is an overall mental capacity that emphasizes reasoning, problem solving, and abstract thinking, although its specific characteristics and importance may vary across cultures and historical contexts. AI are driving innovation in sectors like healthcare, finance, education, e-commerce, and manufacturing in India. According to recent reports, the AI industry in India is expected to contribute 500 billion to the economy by 2025. AI systems rely on data to learn patterns and make predictions, and even the most advanced machine learning algorithms cannot perform effectively on flawed data.

### **Trade:**

AI can use your original marketing content to develop e-commerce product descriptions or generate and schedule social media posts across multiple platforms or engaging content based on trending hashtags and topics. AI is playing an increasingly important role in business intelligence. AI-powered BI tools can help businesses collect, analyze, and visualize data more efficiently and effectively. Companies primarily implement AI to automate repetitive tasks, analyze large datasets, and enhance decision-making processes. Modern artificial intelligence business applications include predictive analytics for sales forecasting, automated customer service systems, and intelligent inventory management solutions.

### **Challenges before Trade and Commerce:**

Modern artificial intelligence business applications include predictive analytics for sales forecasting, automated customer service systems, and intelligent inventory management solutions. Artificial intelligence in business is the use of machine learning to optimize business functions, increase employee productivity, and increase

business value. The use of AI tools such as natural language processing and computer vision. The concept of intelligence is an overall mental capacity that emphasizes reasoning, problem solving, and abstract thinking, although its specific characteristics and importance may vary across cultures and historical contexts. Environment also has a major impact on intelligence. During a child's development, factors that contribute to intelligence include their home environment and parenting, education and the availability of learning resources, and healthcare and nutrition.

### **Conclusion:**

AI adoption is increasing across various sectors in India, driven by initiatives like the National AI Strategy and the National AI Portal launched by the Government of India. Sectors such as healthcare, finance, retail, manufacturing, and agriculture are witnessing rapid integration of AI technologies. With the exponential growth of data, there is a heightened focus on data analytics powered by AI. Companies are using AI-driven analytics to derive actionable insights, optimize operations, and drive innovation, supported by initiatives like the AI for All program launched by National Association of Software and Service Companies. The Indian government's initiatives like Digital India, Make in India, and Smart Cities Mission are driving AI adoption across sectors. Additionally, the recently launched National AI Portal and the National AI Strategy aim to foster AI research, development, and deployment across the country.

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